

Why BowWow?

A Big Agency Thinker. Once a VP at Ketchum Atlanta on one of the agency's top accounts (Nokia Mobile Phones) I was well respected and brought amazing ROI and consumer results for my clients.

Affordable. With a big agency comes big fees. I was required to bill my clients a hefty \$250 an hour each time I worked on their account. -- You won't get that with BowWow!

Adaptable. During the 2001 recession, Ketchum Atlanta downsized by half and cut my job. Nokia, seeking my brainpower, asked me to become a private contractor. And BowWow was born.

Dedicated Service. It's been 10 years, happy and repeat clients with successful projects – all while balancing life, family and a dog.

Recent & Amazing ROI. Since 2007 BowWow has served as the PR Director, Publicist and Brand Launch Contributor for Wholly Guacamole. What started as a "4 month PR project" to re-brand their 11-year old Avomex turned into 3.5 years of dedicated service.

I have delivered AMAZING ROI on their PR investment, a growing database of FaceBook fans (7,000 to 40,000 in 3 days in October 2010), hundreds of blogger relations and annual National Consumer Media and Awards. Wholly PR has been so successful it's grown to a full time position that Wholly is bringing in house January 2011.

You Win... I will still support offer some Wholly brainpower, but am looking for new products who need a great publicist and great PR attention. *Let me help you.*

I make Results happen. With your great product and my solid media relationships, I can help you achieve measurable results, reach consumer media, impact mommy bloggers, create FaceBook Fans, and establish your relationship with trade media.

- 🐾 **Increased Trade Show Presence**
- 🐾 **Wow PR Results to Impact Sales**
- 🐾 **Big Agency Thinking – that's Affordable**
- 🐾 **Diverse Capabilities**
 - Marketing/Brand Building
 - Product Sampling to Key Media
 - PR Professional
 - FaceBook Social Media Impactor
 - Blogger Savvy
 - Established Consumer Media Relationships
 - Trade Show support
 - Press releases, Media monitoring
- 🐾 **"Dog-gone Good" ROI**
- 🐾 **Trusted Business Partner**



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🐾 Brand Development 🐾 Product Placement 🐾 Marketing Support
National Consumer Media 🐾 Social Media 🐾 VP-Level Strategic Thinking 🐾

www.BowWowConsulting.com

Good Housekeeping **easy** Summer SUPPERS Fast, Fresh, Fabulous

GENIUS ORGANIZING Smart Ideas for the Whole Family

50 Guilt-Free SNACKS (Even chocolate)

STAND UP For Yourself! 10 Simple Steps

Shinier, Fuller Hair The pros' surprising hair secrets

50 BEST
Low-Calorie SNACKS

2 Tbsp. Wholly Guacamole Classic + 5 Food Should Taste Good Cheddar Chips
"Cheesy," like "an upscale Dorito," and the ideal companion for all-natural, fresh-tasting guac (with its hit of healthy fat).

Wow Results

Consumer Reports - Dip, dip hooray

hooray

...the best...
...the best...
...the best...

Avocado

11 **Tex Mex Burger**
SERVE 1 toasted whole wheat bun with 1 black bean veggie burger, 1 slice reduced-fat Cheddar cheese, 1 guacamole snack pack, and 5 rings of fresh red onion; 1000 cal. Total: 390 calories

12 **Southwest Breakfast Tacos**
SERVE 3 soft corn tortillas with the following ingredients: 1/2 c egg whites, scrambled; 1/4 c 1/4 c low-fat cheese, and 1 wme Pace Organic Spanish Rice & Beans Total: 326 calories

14 **Fiery Fiesta**
SERVE 1/2 c hot rice and beans with salad: half of a head of torn romaine, 1/2 c salsa, 1/4 c low-fat shredded Cheddar cheese, and 1/4 c sliced Hass avocado; 1000 cal. Total: 326 calories

15 **Layered Bean Dip with Chips**
SERVE 1 c chips with dip: 1/2 c fat-free shredded Cheddar cheese, 1/4 c salsa, and 1/4 c sliced Hass avocado; 1000 cal. Total: 326 calories

WIN \$1,000 in GROCERIES! TO ENTER SEE 109

Smart ways to live well

Prevention

FLAT BELLY FOODS!

25 Meals Proven To Attack Fat

20 Years Younger

How THE BIGGEST LOSERS Michelle & Renee LOST 87 POUNDS!

LIFESAVING HEALTH ADVICE Your Doc Won't Reveal

FEATURED STORY

Wholly Guacamole

Fresh-cut processor helps

Peaches Ripe for Fresh-Cut

fresh CUT Wholly Guacamole Processors Talk About Quality

...the best...
...the best...
...the best...

Family Circle, Oct 17, 2010

DIPS AND SPREADS SHELF

Cedar's Simply Delicious Roasted Red Pepper Hummus
NuVal = 61
Calories = 50
Serving Size = 2 Tbsp

Wholly Guacamole Classic Dip
NuVal = 59
Calories = 50
Serving Size = 2 Tbsp

Roasted Red Pepper Hummus
NuVal = 48
Calories = 20
Serving Size = 2 Tbsp

Newman's Own Black Bean & Corn Salsa
NuVal = 48
Calories = 20
Serving Size = 2 Tbsp

Mind, Body + Spirit
fitness
Best in Snacks

SHAPE
BEST SNACK
2008

Men'sHealth
2009 Nutrition Awards
WINNER

Introducing the new Freshzerz Foods name to the world on National Guacamole Day was a great move, and now the company should try to drive some PR and ownership of Wholly Guacamole on that day.

...the best...
...the best...
...the best...

Successful Promotions

6. OWN NATIONAL GUACAMOLE DAY.

7. CONTINUE TO PROMOTE HEALTHY SNACKING.

8. ...the best...
...the best...
...the best...

BowWow
Marketing & Public Relations